



EVENT SPONSORSHIPS 2015

Market your products and services to an educated audience of more than 5,000 while associating your business or organization with quality programming. In 2015, the 55+ population of Howard County is projected to be 74,500.

PLATINUM LEVEL (limited to one sponsor per category)

EXPO TOTE BAG SPONSOR -- \$13,000

Distribute 4,000 high-quality tote bags at the 50+EXPO entrance (as selected by the Office on Aging), with one side featuring sponsor's logo and/or promotional message and the second side featuring Office on Aging and MAP information

- Prime, pipe & draped 8' X 8' exhibit space w/ covered 6' table and two chairs on Main Street
- Sponsor-supplied banner prominently displayed on Main Street
- Sponsor logo recognition on promotional flier, event poster and web site post-event thank-you ad

SPEAKER SERIES SPONSOR -- \$8,000

Create a speaker program with topics of interest to the 50+ community featuring experts selected by sponsor (topics subject to approval by Office on Aging)

- 50+ seat classroom located on Main Street (Invite attendees through your double booth and into your classroom!)
- Prime, pipe & draped 16' X 8' exhibit space w/ covered 6' tables and four chairs on Main Street
- Sponsor-supplied banner prominently displayed on Main Street
- Sponsor logo recognition on promotional flier, event poster and web site post-event thank-you ad

EXPO WATER BOTTLE SPONSOR -- \$7,000 - SOLD OUT

Provide 4,000 collapsible water bottles as giveaway items (imprinted with sponsor logo and as provided by the Office on Aging); item given to attendees at EXPO entrance next to tote bags

- Prime, pipe & draped 8' X 8' exhibit space w/ covered 6' table and two chairs on Main Street
- Sponsor logo on all print promotional materials
- Sponsor recognition on event signage
- Sponsor logo recognition on promotional flier, event poster and web site post-event thank-you ad

"CAPITOL STEPS"/THEATRE SPONSOR -- \$6,000

Sponsor two performances in the 750-seat Jim Rouse Theatre of the "Capitol Steps," a side-splitting, political satirical troupe that attracts a "standing room only crowd"; these ticketed performances (to avoid over-seating) are free to event attendees (*subject to contract with Capitol Steps*)

- Sponsor logo projected on screen prior to performance
- Recognition by high-ranking County official prior to performance
- Sponsor logo imprinted on ticket; sponsor may place coupon on back of ticket
- Reserved block of 20 seats for your employees or guests
- Sponsor may distribute company materials to attendees as they enter the theatre
- Sponsor logo recognition on promotional flier, event poster and web site post-event thank-you ad

GUIDANCE AREA SPONSOR -- \$6,000

Sponsor multi-booth exhibit space to highlight or feature various divisions or departments of an organization or business; exceptionally visible location in front entranceway prior to Main Street exhibition area

- Custom pipe & drape layout w/ tables and chairs as needed
- Sponsor-supplied signage posted above entrance doors or pop-up floor banner
- Sponsor logo on all print promotional materials
- Sponsor recognition on event signage
- Sponsor-supplied banner hung above Main Street
- Sponsor logo recognition on promotional flier, event poster and web site post-event thank-you ad

CAFÉ 50+ SPONSOR -- \$5,000

Experience increased exposure where food and entertainment are non-stop in EXPO's popular Café

- Prime, pipe & draped 8'x 8' exhibit space w/ covered 6' table and 2 chairs on Main Street
- Sponsor promotion on individual table cards (provided by sponsor)
- Sponsor-supplied banner prominently displayed above the café entrance
- A SECOND skirted, information table in the café
- Sponsor logo recognition on promotional flier, event poster and web site post-event thank-you ad

PRIME EXHIBIT SPONSOR -- \$5,000 – SOLD OUT

Promote on a larger scale with 16' x 8' double booth space on Main Street; exceptionally visible and well-suited for media presentations

- Prime, pipe & draped DOUBLE exhibit space w/ covered 6' table and four chairs on Main Street
- Sponsor logo on all print promotional materials
- Sponsor recognition on event signage
- Sponsor-supplied banner hung above Main Street
- Sponsor logo recognition on promotional flier, event poster and web site post-event thank-you ad

GOLD LEVEL (multiple available)

GOLD SPONSOR -- \$1,800

- Pipe & draped 8' X 8' exhibit space w/ covered 6' table and two chairs on Main Street
- Sponsor name on 50+EXPO 2015 print promotional materials
- Sponsor recognition on event signage
- Sponsor name recognition on post event thank-you ad

SPECIALY-DESIGNED SPONSORSHIPS

If you have an idea for a sponsorship package that OOA hasn't designed, please let us know.

CONTACT: *Lisa Brusio Coster*
 50+EXPO Event Coordinator
 Howard County Office on Aging
 410- 442-3734 OR lbcoster@costercommunications.com